



Explore sessions

World of Watson 2016

October 23 - October 27 | Mandalay Bay, Las Vegas, NV

CLD-1270: Building a Video Analytics Platform with IBM Watson, Bluemix and IBM Cloud Object Storage

Sessions Cloud

Breakout Session

 **24 October 2016** , 09:00 AM – 09:45 AM

This session offers a walkthrough of BlueChasm's process to build Video Recon, a first-of-its-kind cognitive video analytics application on IBM platforms, including Watson, Bluemix, IBM Cloud Object Storage (formerly Cleversafe), Cloudfoundry and IBM Systems. Video Recon uses Watson's Visual Recognition service in Bluemix to look at a video and auto-tag it based on what Watson "sees" using machine learning technology. After Watson analyzes each video, the video files and tags are then stored in the IBM Cloud Object Storage platform that we have set up on-premise. IBM Cloud Object Storage can scale to hundreds of petabytes and will enable a huge array of possible analytics use cases now and in the future.

Speakers

 **Ryan VanAlstine**, BlueChasm

 **Robert Rios**, BlueChasm

Industry

 **Not Industry Specific**

CLD-1429: Deep-Dive into Migration from IBM PureData

System for Analytics to IBM dashDB

Sessions Cloud

Hands-on Lab

 **25 October 2016**, 12:30 PM – 03:00 PM

IBM is introducing a next-generation platform for analytics, called dashDB Local. It will be Generally Available by end of July, 2016. Many customers are excited about this new product. There will be many IBM PDA (Netezza) customers who will be looking forward to exploring this new, next-generation platform. One key aspect of the new offering will be to see how migration from Netezza to dashDB will work. This session will serve this purpose. It will explain the migration procedure and explain the steps and tools involved. It will also discuss some best practices around post migration activities.

Speaker

 **Sachinkumar Jain, IBM**

Industry

 **Services**

CLD-1460: Put Data to Work with IBM Bluemix Data Connect

Sessions Cloud

Hands-on Lab

 **25 October 2016**, 12:30 PM – 03:00 PM

IBM Bluemix Data Connect is a fully managed, self-service data preparation and movement cloud service that enables you to easily access, combine and transform data. It gives you access to your data wherever it is stored, either on the cloud or on-premise. Users can bring data together from multiple relevant data sources, transform the data by refining, shaping and cleansing it, and deliver it with trust and confidence to their desired target for analytical use cases. Learn first-hand how Bluemix Data Connect empowers business users and citizen analysts to put data to work, by easily finding and using the data they need to accelerate data-based business decisions using timely, accurate and trusted information.

Speaker

 **RICK BUGLIO**, IBM

Industry

 **Not Industry Specific**

CLD-1514: Hybrid Cloud Strategy for Big Data and Analytics

Sessions Cloud

Breakout Session

 **25 October 2016**, 02:00 PM – 02:45 PM

Digital transformations require a new hybrid cloud—one that’s open by design, and frees clients to choose and change environments, data and services as needed. This approach allows cloud apps and services to be rapidly composed using the best relevant data and insights available, while maintaining clear visibility, control and security—everywhere. How do you decide where to put data on a hybrid cloud and how to use

it? What's the best hybrid cloud strategy in terms of data and workload? How should you leverage the 80/20 rule and user interaction to evaluate which data/workload to move to the cloud and which data/workload to keep on-premise? Hybrid cloud provides an open platform for innovation, including cognitive computing.

Speaker



Marcio MOURA, IBM

Industry



Not Industry Specific

CLD-1568: Panel Discussion: What's Next for Business Processes in the Cognitive Era?

Sessions Cloud

Panel Discussion

 **24 October 2016** , 03:00 PM – 03:45 PM

Business is changing to leverage business processes in new and innovative ways. Today digital technologies are going mainstream. Disruptive business models offer great potential to derive insights from Twitter and The Weather Channel. Real-time decision management in context opens up new avenues to connect with customers at every point of interaction. Self-service, finding information fast and getting the right work to the right person are emerging scenarios where cognitive technology changes business operations for superior front office experiences. This lively, interactive session features industry analysts and business leaders discussing key trends and sharing how organizations can connect better with customers in the cognitive era!

Speakers

-  **Pramod Sachdeva**, Princeton Blue
-  **Irene Lyakovetsky**, IBM
-  **Jim Casey**, IBM
-  **David Herring**, Kaiser Permanente
-  **Jim Sinur**, Fluoresque

Industry

 **Not Industry Specific**

CLD-1748: Deploy and Experience Hybrid Cloud Infrastructure for Data Analytics

Sessions Cloud

Hands-on Lab

 **27 October 2016** , 09:00 AM – 11:30 AM

This hands-on lab will help you explore the capabilities of IBM analytics products and their integration on a hybrid cloud infrastructure. We will present a use case of deploying a data lake on the IBM SoftLayer cloud, integrating many of the IBM cloud products (dashDB, Cloudant, SoftLayer, DataWorks, Watson Analytics, on-premise PureData System for Analytics, BigInsights). Topics covered include: IBM Cloud Analytics solutions; advantages of using IBM Cloud products in terms of time, scalability and integration with each other; integrating IBM Cloud with an existing, on-premise infrastructure; data transfer within cloud and on-premise systems; and how to have a complex hybrid cloud infrastructure up and running in few hours.

Speakers



Mohit Arora, IBM



Ramesh Raghupathy, IBM

Industry



Not Industry Specific

CLD-1920: Move the Right Thing: IBM StoredIQ Data Assessment, Cleanup and Cloud Migration

Sessions Cloud

Hands-on Lab

 **24 October 2016**, 12:30 PM – 03:00 PM

Migration of on-premise data to the cloud can be both unnecessarily costly and slow when no data intelligence is injected into the selection of targeted data. If adequate attention is not paid to the content being migrated, the migration might even raise the overall risk associated with the data being migrated. Rather than merely kicking the data down the road to the new corner on the cloud, IBM StoredIQ enables organizations to evaluate their data for both value and risk. With this level of data intelligence, an enterprise can selectively determine what repository makes the most sense for the data they identify. StoredIQ's assessment and movement functionality can enable your organization to move the right data to the best repository.

Speakers

 **Pirabu Pathmasenan**, IBM

 **Elliote C. Want**, IBM

 **Johnathan Elton**, IBM

Industry

 **Not Industry Specific**

CLD-2178: Learn Hands-On Spark

Sessions Cloud

Hands-on Lab

 **25 October 2016**, 12:30 PM – 03:00 PM

Apache Spark is one of the hottest technology for big data analytics, and Spark skills are highly in demand. In this lab session, you will learn about Spark fundamentals and apply the concepts hands-on using a Spark environment on cloud. We will use a real-life

scenario and dataset to derive insight using Spark.

Speakers

 **Rav Ahuja**, IBM

 **Bradley Steinfeld**, IBM

Industry

 **Not Industry Specific**

CLD-2187: Learn Data Science Hands-On

Sessions Cloud

Hands-on Lab

 **27 October 2016** , 01:00 PM – 03:30 PM

Data science is one of the hottest job profiles and highly in demand. You no longer need a PhD in mathematics or statistics to become a data scientist. Any data professional can upgrade his or her skills and learn data science. In this lab, we will introduce the basics of data science and get you to apply the concepts hands-on.

Speakers

 **Rav Ahuja**, IBM

 **Polong Lin**, IBM

Industry

 **Not Industry Specific**

CLD-2253: Quest Diagnostics Hackathon with IBM Bluemix

Sessions Cloud

Breakout Session

 **27 October 2016** , 10:00 AM – 10:45 AM

Quest Diagnostics is one of the leading healthcare providers in the nation with over 45,000 employees. Quest partnered with IBM to conduct an inaugural, two-day

hackathon on IBM Bluemix, an enterprise-ready cloud platform that helps companies drive pervasive transformation. Participants were given a Mission Impossible-themed challenge to create a new, user-friendly, easy-to-use recognition system. In a very rapid and agile manner, the participants created some highly responsive apps utilizing various Bluemix services like IBM MobileFirst, Watson, DevOps, IoT, Cloudant and Business Analytics. Come explore the advantages of using cloud services to speed up development by reducing cost and maintenance.

Speaker

 **Upender Bathini**, Quest Diagnostics Inc

Industry

 **Information Technology**

CLD-2364: From Here to There: A Look at Hybrid Cloud Integration for PaaS Application Development and Delivery

Sessions [Cloud](#)

Breakout Session

 **25 October 2016**, 04:00 PM – 04:45 PM

Before the cloud, there was nothing. No, seriously, most organizations embracing the cloud today already have a respectable portfolio of applications. As organizations look at whether those applications should be moved entirely to the cloud or kept entirely on-premise, a likely solution is the middle ground: hybrid. In this session, we will take a look at what's available on IBM Bluemix for integrating on-premise systems. We'll compare Bluemix solutions with other solutions available in the market. We'll also define and demo how to apply these solutions to help you decide which approach may be best for you.

Speaker

 **John Thomas**, IBM

Industry

 **Not Industry Specific**

CLD-2384: Cloudy with a Chance of Real-Time Data Movement

Sessions Cloud

Hands-on Lab

 **24 October 2016**, 12:30 PM – 03:00 PM

This talk will discuss data movement from enterprise databases (DB2, Oracle, Microsoft SQL Server) into IBM Cloud environments with dashDB, Cloudant and BigInsights (Hadoop). See how to use IBM solutions to scale your business and lower monthly costs.

Speakers



XUE BO, IBM



Glenn Steffler, IBM

Industry



Banking

CLD-2493: Building Cognitive Event-Driven, Serverless Apps in IBM Bluemix, Based on OpenWhisk

Sessions Cloud

Breakout Session

 **24 October 2016**, 08:00 AM – 08:45 AM

There is an emerging trend around serverless computing, where developers only have to specify the business logic of an application, and the app scales inherently on a per-request basis. The per-request scaling makes this approach particularly interesting for event-driven scenarios, where custom logic needs to be executed in a low-latency fashion, in response to events. This presentation introduces IBM's approach to serverless computing, based on the OpenWhisk project. The discussion will cover cognitive usage scenarios, user benefits and architecture, and also provide a brief demo.

Speaker

 **Michael Man Behrendt**, IBM

Industry

 **Information Technology**

CLD-2587: Cognitive Customer Onboarding in Financial Services with IBM Watson on Bluemix and Smarter Process

Sessions Cloud

Breakout Session

 **27 October 2016**, 12:00 PM – 12:45 PM

Currently, customer onboarding for institutional investors in financial services is costly and manual, repetitive and error prone. This has resulted in poor customer experience, as well as compliance and penalty issues. Wipro has created a cognitive process automation using IBM Watson services on Bluemix, such as Natural Language Classifier, Watson dialogue, Personality Insights, Concept insights and Retrieve and Rank. The solution also uses IBM Smarter Process and content management. This session

presents a demo that showcases the cognitive capability, which reduces manual efforts to almost zero and saves cost. This Wipro solution was chosen as the most innovative partner solution at IBM Interconnect 2016.

Speakers

-  **Anoop Ramachandra**, IBM
-  **Rajesh Damodaran**, Wipro Technologies

Industry

-  **Financial Markets**

CLD-2726: A Crash Course: How the IBM Cloud Helps Humans Drive Safely

Sessions [Cloud](#)

Breakout Session

 **25 October 2016**, 03:00 PM – 03:45 PM

Come experience three innovation examples spanning from a South African startup to a pan-European consortium of 44 companies to one of the largest Japanese auto manufacturers—each with groundbreaking approaches to improving car and road safety and efficiency. Hear first-hand how Honda R&D built a rapid Driving Coach prototype in under two months to engage drivers in vulnerable situations. Learn how startup RoadBuddy powers a warning system to alert drivers and save lives in congested South African motorways. Find out how a European Union consortium is solving cross-border interoperability issues to develop a network and marketplace of electronic charging stations.

Speakers

-  **Pamela Chace**, IBM
-  **Yoshimitsu Akuta**, Honda R&D Company, Ltd.

Industry

-  **Automotive**

CLD-2781: Tech on the Rise: Advancing Cloud Native Use in the Enterprise

Sessions Cloud

Breakout Session

 **27 October 2016** , 10:00 AM – 10:45 AM

Traditionally, only a small number of companies that have been willing and able to make significant investments in development and operations have been able to benefit from the cloud native computing model, putting it out of reach for the average developer and company. In this session, Chris Aniszczyk, COO of the Cloud Native Computing Foundation, will discuss what a trending cloud native system architecture looks like: container packaged, dynamically managed and microservices oriented. He'll explain how any company can reap the benefits of massive velocity and scalability, leveraging these technologies, which have solved challenging agility and efficiency problems for internet-scale companies like Google, Netflix and many more.

Speaker

 **Chris Aniszczyk**, Cloud Native Computing Foundation

Industry

 **Not Industry Specific**

CLD-3043: Drones, IoT, Cognitive Computing, IBM Bluemix and OpenWhisk

Sessions Cloud

Breakout Session

 **25 October 2016** , 05:00 PM – 05:45 PM

If you've been watching the mainstream media these days, then you've probably seen a drone. They come in many shapes and sizes, and they offer a new perspective of the world. What you may not have noticed is that drone usage is increasing beyond the realm of pretty pictures. Drone use is already growing in humanitarian efforts,

agriculture, wildlife preservation, surveying, mapping and 3D modeling, law enforcement, automated deliveries, insurance, inspections and much more. What if you could add automation and IBM Watson to the mix? This session explores a solution that integrates Watson with consumer drones for automatic image recognition and near real-time processing using OpenWhisk and Bluemix— while the drone is still airborne!

Speaker

 **Andrew Trice**, IBM

Industry

 **Not Industry Specific**

CLD–3069: Unleashing Digital Innovation: How Anyone Can Build Smart Experiences Using Watson Services

Sessions Cloud

Breakout Session

 **24 October 2016** , 11:00 AM – 11:45 AM

There's unmet potential to leverage cognitive services to transform your operations, customer experience and business model. The challenge is that utilizing intelligent APIs in the context of business processes is complex and requires scarce skills. What if we could bring a drag-and-drop, plug-and-play experience to the world of Watson? What if building smart experiences combining your data/systems with intelligent APIs was easy and fast? Discover a rapid application development approach that removes the complexity of leveraging cognitive science, enabling less technical users to build smart experiences. Hear how an airline, pharmaceutical logistics startup and horticulture supplier are using Mendix to create smart apps on top of Watson.

Speaker

 **Johan den Haan** , Mendix

Industry

 **Not Industry Specific**

CLD–3087: Streaming Video's Next-Gen

Recommendation Engine

Sessions Cloud

Breakout Session

 **26 October 2016**, 04:00 PM – 04:45 PM

In today's streaming video world, great content and a reliable service are table stakes. To continue to evolve the viewer experience, content owners and streaming service providers must push the limits of today's search and discovery status quo, in favor of a next-gen recommendation engine. With a wealth of untapped social media and personality insights, IBM Cloud Video has the ability to see a complete picture of an individual viewer. Leveraging these insights and layering on cutting-edge cognitive tools will empower streaming service providers to not only present highly relevant recommendations on the viewer level, but also make informed marketing and content acquisition decisions that keep them ahead of the curve and reduce churn.

Speaker

 **David Mowrey**, IBM

Industry

 **Media & Entertainment**

CLD-3094: Building Services on IBM Bluemix for Seamless Integration of Applications in Hybrid Cloud

Sessions Cloud

Hands-on Lab

 **25 October 2016**, 12:30 PM – 03:00 PM

In today's world, where there is an increasing adoption of cloud technology, organizations have to deal with both the existing on-premise applications and the applications hosted on cloud. There is an increasing need to use the data stored on-premise by the applications in the cloud, and vice versa. This lab focuses on building services on IBM Bluemix that will facilitate integrating applications in a hybrid cloud environment.

Speakers

 **Karthick Subramaniam**, IBM

 **Tarini Acharya**, IBM

Industry

 **Services**

CLD-3116: Introduction to the New IBM Bot Framework: Micro-Apps to Improve Worker Productivity

Sessions Cloud

Breakout Session

 **24 October 2016**, 12:00 PM – 12:45 PM

Scaling expertise requires bringing work to the right person at key moments in a business process. Workers are too overwhelmed with too much data in too many places, and struggle to know what is the most important thing for them to work on using traditional software. A new style of working called "interrupt-driven work" uses business context and cognitive capabilities to engage experts on the most important tasks, when it matters most. This session will introduce you to a new offering from IBM to support

interrupt-driven work to better scale expertise in your organization.

Speakers

 **Jim Casey**, IBM

 **Anand Sekhar**, KPMG

Industry

 **Not Industry Specific**

CLD-3212: Digital Innovation with APIs Panel Discussion: Lessons from the Financial Services Industry

Sessions [Cloud](#)

Panel Discussion

 **24 October 2016**, 05:00 PM – 05:45 PM

The marketplace continues to shift to digital; the question becomes how to prioritize which areas of your bank or insurance firm to transform, and how to leverage the power of your data for better business results. How do you capture new market opportunities to support innovation and new ecosystem partnerships in the API economy? Join a panel of financial services industry thought leaders to hear how to leverage the latest mobile, cloud, process and Internet of Things technologies to ensure financial institutions are unleashing new ideas, accelerating development and preparing to disrupt to facilitate the best outcomes.

Speaker

 **Carolyn Martin**, IBM

Industry

 **Banking**

CLD-3247: A Unique Media Industry Customer Experience with Analytics, Cognitive, Event Correlation and Cloud

Sessions [Cloud](#)

Breakout Session

 **24 October 2016** , 02:00 PM – 02:45 PM

Cognitive and big data are becoming the main drivers for innovation in the entertainment industry. You will make a difference if you can make sense of what your customer is saying or writing, assess his/her personality and current mood and recommend the right next best content. Is your customer skipping a song? How does she drive? What products is she looking at? What does she say in social media posts? Correlating events from multiple channels will add further insight into what content to recommend. You'll provide better service, leading to better customer satisfaction without breaking business rules. In the past, this was a dream. But now with Watson, IoT hubs, rule engines and big data, this becomes the nature of competitive businesses.

Speakers

 **Francis Friedlander**, IBM

 **Ashraf Souleiman**, Cedrus

Industry

 **Media & Entertainment**

CLD–3328: Analyzing Big Data with Big R, BigSheets and Text Analytics Features on IBM BigInsights on Cloud

Sessions Cloud

Hands-on Lab

 **24 October 2016** , 08:30 AM – 11:00 AM

While the volume of obtainable data continues to swiftly grow, the need for a scalable analytics solution has become an essential tool to enhance business productivity and revenue. Attendees at this session will be introduced to high-value, in-Hadoop analytics features, including Big Sheets, Text Analytics, Big R and Machine Learning offered on IBM BigInsights on Cloud.

Speakers

-  **Jane Rajah**, IBM
-  **Marshell Rodrigues**, IBM
-  **Sean SABOUR**, IBM

Industry

 **Information Technology**

CLD–3335: Using IBM BigInsights' High-Value Big R Feature to Gain Insightful Knowledge from Tweets on Cloud

Sessions Cloud

Hands-on Lab

 **24 October 2016** , 12:30 PM – 03:00 PM

While the volume of obtainable data continues to swiftly grow, the need for a scalable analytics solution has become an essential tool to enhance business productivity and revenue. This talk introduces IBM Big R, a new platform that enables accessing, manipulating, analyzing and visualizing data residing on a Hadoop cluster from the R user interface. With Big R, users will be able to quickly prototype big data analytics

routines without the need to learn a new programming paradigm. We will explore tweets by creating visualizations and predictive models, and then test the predictive models.

Speakers

-  **Jane Rajah**, IBM
-  **Marshell Rodrigues**, IBM
-  **Sean SABOUR**, IBM

Industry

 **Information Technology**

CLD-3374: Outthink Challenges: Elevate Your Business with IBM Cloud Object Storage and Cognitive

Sessions [Cloud](#)

Breakout Session

 **24 October 2016**, 04:00 PM – 04:45 PM

In an era of historic innovation fueled by unprecedented access to technologies like cloud, mobility, analytics and IoT, the low cost and risk of entering new markets has leveled the playing field for business. It is no longer enough to iterate products and services—the combination of technology, information and human ingenuity must find a springboard to differentiate on a new level. To achieve this next-level advantage, businesses need a better way to manage their data. Enterprises are turning to IBM Cloud Object Storage, which lets you store data where it makes the most sense: on-premise, in the cloud or in a hybrid cloud—to create better customer experiences, new business models and faster, flexible operations.

Speaker

 **Rob McCammon**, IBM

Industry

 **Not Industry Specific**

CLD-3686: Meet #codename Eleanor: Cognitive

ChatOps for Hybrid IT Operations

Sessions Cloud

Ask Me Anything Demo Station

 **25 October 2016**, 01:00 PM – 03:00 PM

With today's rapid technology change and dynamic cloud and application environments, operations teams are challenged to respond quickly to technology and application incidents. #codename:Eleanor introduces game-changing cognitive capabilities for first responders, SMEs and LoB application owners who need to quickly gain knowledge and understanding about what to do when things aren't working right. They need to be guided by expert systems that know how to respond to errors in applications, and what next steps and actions are needed to isolate the problem and take actions quickly to restore. Cognitive bots such as #codename:Eleanor's Slack bot offer a unique cognitive experience ready to transform first responders' experiences for the future!

Speakers

 **Doug McClure**, IBM

 **Anindya NEOGI**, IBM

Industry

 **Information Technology**

CLD-3687: Cognitive Chatbots: Transform IT Ops Responders with IBM Watson and Bluemix

Sessions Cloud

15 Min Lightning Talk

 **24 October 2016**, 11:30 AM – 11:50 AM

With today's rapid technology change and dynamic cloud and application environments, operations teams are challenged to respond quickly to technology and application incidents. #codename:Eleanor introduces game-changing cognitive capabilities for first responders, SMEs and LoB application owners who need to quickly gain knowledge and understanding about what to do when things aren't working right. Cognitive bots such as #codename:Eleanor's Slack bot enable a unique cognitive experience ready to

transform a first responder's experience for the future. This session will dive into key use cases and an IBM Watson and Bluemix architecture for building and using cognitive bots using Watson Conversation, Slack and Hubot.

Speakers

 **Doug McClure**, IBM

 **Anindya NEOGI**, IBM

Industry

 **Information Technology**

CLD-3695: Building an AI Poker Tournament: Quick Collaboration Using Bluemix DevOps Open Toolchain

Sessions [Cloud](#)

15 Min Hello World Lab

 **26 October 2016**, 08:00 AM – 11:00 AM

The new experimental toolchain feature in IBM Bluemix DevOps allows developers to combine and use different sets of tools with seamless integration. This allows users to jump in and deliver code easily, without any prior setup of infrastructure. In this lab, we will run through a quick exercise to host a simulated AI poker tournament on Bluemix with Node.js. Participants will pull in sample code from GitHub and flow it through various integrations to the delivery pipeline, all linked by a common toolchain. The pull request model within the GitHub service will allow participants to create their own poker strategies and add their own robots to the tournament, collaborating on a main poker competition with rankings tracked on a leaderboard.

Speakers

 **Randall Ho**, IBM

 **Herman Badwal**, IBM

Industry

 **Not Industry Specific**

CLD-3783: bCharts: The Simplest Way to Create,

Design, and Share Awesome, Interactive Charts on the Internet

Sessions Cloud

15 Min Lightning Talks

 **25 October 2016**, 03:30 PM – 03:50 PM

This talk will show you everything you need to know to create, design, and share BRIO (beautiful, real-time, interactive, online) charts using bCharts. You will see everything from how to create a great chart with only a single click, to how to integrate bCharts with spark and Data Science Experience to create a compelling chart! Whether you're a data journalist who wants to make a more compelling article, a data scientist who just wants an easier way to share their charts, or even if you've never created a chart before you in your life... bCharts is the tool you need!

Speakers

 **Bradley Steinfeld**, IBM

 **Eren Dabanlioglu**, IBM

Industry

 **Analyst/Press**

CLD-3807: Ask Me about Drones, IoT, Serverless, Cognitive Computing and Cloud!

Sessions Cloud

Ask Me Anything Demo Stations

 **24 October 2016**, 03:00 PM – 05:00 PM

Don't miss this opportunity to learn and ask questions about cloud-connected drones, image analysis using IBM Watson, serverless computing, Swift on the server, Node.js, or just Bluemix in general! See a live demo of cloud-connected drone hardware that leverages IBM Bluemix and IBM Watson to automatically deliver images and data to the cloud and analyze it in near real-time.

Speaker

 **Andrew Trice**, IBM

Industry

 **Not Industry Specific**

CLD-3838: IBM UrbanCode Deploy and Watson

Sessions Cloud

Ask Me Anything Demo Station

 **24 October 2016**, 03:00 PM – 05:00 PM

IBM has a longstanding and effective approach to using its own software tools to build the software it sells. The Watson development team and the UrbanCode Deploy (UCD) development team have worked closely since 2014, when Watson development decided to make UCD a mission-critical part of their product development infrastructure. In this talk, we will outline the synergies between the two teams and describe how we expect to build capabilities to further support Watson development. You will learn how this successful relationship can help you in your approach to cognitive development.

Speaker

 **Steve Barbieri**, IBM

Industry

 **Information Technology**

CLD-3839: GitHub Enterprise Hosted and Managed by IBM in Bluemix Dedicated

Sessions Cloud

15 Min Lightning Talks

 **25 October 2016**, 05:00 PM – 05:20 PM

Learn how GitHub Enterprise, hosted and managed by IBM in a secure, single-tenant environment, can accelerate application development and delivery in the cognitive era. This talk will demonstrate IBM's hosted GitHub Enterprise offering, and show how powerful GitHub Enterprise can be when used in conjunction with IBM Bluemix DevOps capabilities.

Speaker

 **Matthew Jarvis, IBM**

Industry

 **Not Industry Specific**

CLD-3842: Leveraging GitHub Enterprise in Bluemix Dedicated to Streamline Application Development

Sessions Cloud

Ask Me Anything Demo Stations

 **25 October 2016**, 03:00 PM – 05:00 PM

IBM's hosted GitHub Enterprise offering provides the industry-leading GitHub source control and social coding experience in a secure, single-tenant environment. Stop by and learn about how GitHub Enterprise can enhance collaboration between developers, improve code quality and lead to more code reuse in your organization. See a demo of how we use GitHub Enterprise in Bluemix Dedicated for developing our Bluemix DevOps Services offering. Let us know how you use GitHub for software development, and what features you'd like to see in a hosted GitHub Enterprise offering.

Speaker

 **Matthew Jarvis**, IBM

Industry

 **Not Industry Specific**

CLD-3911: Elevate Watson Apps with Bluemix

Sessions Cloud

15 Min Lightning Talks

 **25 October 2016**, 02:30 PM – 02:50 PM

This live demo will showcase the Bluemix console by demonstrating how the integration of SoftLayer into Bluemix can help clients create even more compelling experiences. By starting with already-popular Watson demos, we will show how users can elevate their apps by making them more secure, deliver higher performance and offer global reach through infrastructure services across bare metal, storage, and network services.

Speaker

 **Andrew Trice**, IBM

Industry

 **Not Industry Specific**

CLD-3960: Transforming Business and IT Operations with Next-Level Insight in the Cognitive Era

Sessions Cloud

Breakout Session

 **25 October 2016** , 02:00 PM – 02:45 PM

Businesses today are challenged by rising customer expectations for simplicity, speed and value from every interaction, increasing amounts of "dark" data, which existing systems cannot interpret, and a shortage of skilled workers. Cognitive operations leverage processes and decisions that sense, respond and learn at every client interaction and enhance human knowledge. For businesses, that means better business outcomes and enhanced connections with customers. For IT, cognitive insights deliver significant improvements in Mean Time to Repair (MTTR) while lowering operational costs. Join this session, led by Marie Wieck, General Manager, IBM Cloud Integration, to learn how clients employ cognitive to transform business and IT operations.

Speakers

-  **Francis Friedlander**, IBM
-  **Marie Wieck**, IBM
-  **Andrew Strear**, TD Ameritrade

Industry

 **Not Industry Specific**

CLD-4029: Cultural Transformation in the Cognitive Era

Sessions Cloud

Theater Session

 **24 October 2016** , 10:00 AM – 10:20 AM

The cognitive era demands that we work in new ways. It's more about team-based collaboration and faster decision-making based on feedback and fast-paced changes to your environment. At IBM, we've been transforming to meet this challenge. At its heart

is a new human-centered approach to problem recognition embraced throughout IBM, in every division, for every type of project. Phil Gilbert, General Manager of IBM Design, will talk about IBM's cultural transformation for the cognitive era and the critical role design and IBM Design Thinking played. He'll illustrate the change by highlighting IBM Cognitive Build, a global, experiential learning initiative that engaged 275,000 IBMers for 90 days across six continents.

Speaker

 **Phil Gilbert**, IBM

Industry

 **Not Industry Specific**

CLD-4035: The Benefits of Using IBM Cloud Managed Services with Watson Technology

Sessions [Cloud](#)

Breakout Session

 **24 October 2016**, 10:00 AM – 10:45 AM

Learn about the benefits of using IBM Cloud Managed Services and see how a pharmaceutical company used IBM Watson and predictive analytics with IBM Cloud Managed Services to create a new revenue stream with psychiatric hospitals. By partnering with IBM Global Business Services, they were able to help hospitals easily and quickly take advantage of their clinical data to improve outcomes in the diagnosis and treatment of mental illness.

Speaker

 **John Harrison**, IBM

Industry

 **Not Industry Specific**

CLD-4038: Cloud as a Catalyst for Change for CIOs

Sessions [Cloud](#)

Theater Session

 **25 October 2016**, 02:30 PM – 02:50 PM

Cloud is transforming business models and the way CIOs work. What are CIOs doing to lead and incorporate new skills and techniques into the fabric of the IT organization?

Speaker

 **Michelle Wycoff**, IBM

Industry

 **Not Industry Specific**